

AMENDMENTS TO THE SPECIFICATION

Please amend the paragraph from page 9, line 21 to page 10, line 2 as follows:

In Figure 3, the Coupon Service Bureau 130 allows a first user to create, barter, auction, and exchange coupons with another user - with or without involvement of the product ~~manufacture~~ manufacturer or store. For example, in step 310 a user 140 may indicate to the Coupon Service Bureau 130 that he has a coupon for a particular product that he is willing to return and trade for another coupon. In step 320, another user receives the announcement of this first coupon via the Coupon Service Bureau 130 and can make an offer to the first user. For example, an offer might be made to exchange the coupon offered by the first user in step 310 for a different coupon offered by the second user in step 330. If the offers are agreed upon, the Coupon Service Bureau exchanges 340 one coupon for the other. Both users are happy. Optionally, coupon associates, such as the sellers or product/service creators, may be notified 350 of this exchange, along with the demographics of the users, to best understand buyer needs and demographics.

Please amend the paragraph from page 10, line 12 to page 11, line 2 as follows:

In some embodiments of the method, the targeted advantage is an advantage taken from a group of advantages consisting of: a product discount; a service discount; a duration of discount; a rebate; a service feature; a service contract

features; a product feature; an ecological feature; a safety feature; a preferred instruction, and any combination of these advantages. As an example, a prospective buyer of a lawnmower may use the CSB to obtain a targeted discount on a lawnmower. To obtain this discount, the user may use his coupon device to enter the word "lawnmower" and a maximum spending price and a special safety feature. Entry may be by keyboard, speech, or other computer input means. The CSB may then send coupons to the user's coupon device such that the lawnmower will be below this price. These coupons are generally created by coupon associates, such as the product manufacturer, store, or even a friend who has created such a coupon. In fact, the targeted coupon may be created by a coupon associate such as a particular store, a chain store, a customer environment sensor, a weather sensor, a product manufacturer, at least one other user, ~~a product manufacturer~~, a service provider; a government agency, a family member, an employer of the first user, the first user, a third party agent, and any combination of these associates. The word sensor refers to any detecting entity. For example, a weather sensor may determine that the temperature is below 32°F and snow is likely, and thus alter the coupon discount for boots.

Please amend the paragraph from page 15, line 4 to page 16, line 5 as follows:

In some embodiments the method further comprises the targeted coupon being created by one or more coupon associate taken from a group of coupon associates including: a particular store, a chain store, a customer

environment sensor, a weather sensor, a product manufacturer, one or more other user, ~~a product manufacturer~~, a service provider, a government agency, a family member, an employer of the first user, the first user, a third party agent and any combination of these associates; and/or the one or more store referring the first user to one or more other store from which the first user can obtain a further advantage; and/or obtaining user-specific information from the first user; and/or modifying the targeted coupon based on a coupon-modifying criteria including a criterion taken from a group of criteria including: expiration date, number of other users using a targeted coupon, current weather, predicted weather, news reports, movies, movie show times, user's buying history, stores' record of sales, time of day, number of sales for that day, speed at which product is selling, prevailing market conditions, geopolitical events, fuel prices, demographic information, traffic patterns, gas prices, prevailing economic conditions, number of people in the store at the moment or predicted to be in the store; time of day, terrorist alert level, nature of stores along the way to destination store, historical record of traffic patterns, historical record of accidents, crime statistics, and any combination of these and such criteria; and/or the step of modifying the targeted coupon includes modifications taken from a group of modifications including: deleting the targeted coupon, graphically modifying the targeted coupon, changing the targeted coupon value, and moving the targeted coupon from one location to another; and/or one or more associate from the group of coupon associates monitoring and storing usage of the targeted coupon; and/or one or more coupon associate

receiving targeted coupon use data from one or more other coupon associate from the group of targeted coupon associates; and/or the one or more coupon associate redeeming the targeted coupon after use of the targeted coupon by the first user; and/or one of the one or more coupon associate providing an identifier enabling use of the targeted coupon by a limited user population; and/or the step of forwarding includes requiring a return of a previous coupon from the first user to the Coupon Service Bureau; and/or the step of forwarding includes another user providing the targeted coupon to the Coupon Service Bureau in exchange for a previous coupon held by the first user; and/or the first user employing the coupon to obtain the targeted advantage at the one or more store; and/or the coupon service bureau meters the number and nature of user employing and bills the user according to the number and nature of employing.